

IN THE CLAIMS:

Please cancel Claim 11, without prejudice or disclaimer, and amend Claims 1, 8, 10, 12, 16, 17, 30, and 36-39 as indicated below. The following is a complete listing of claims and replaces all prior versions and listings of claims in the present application.

1. (currently amended): A method for motivating a consumer to promptly ~~indicate an interest in purchasing~~ purchase a product and/or service electronically over a computer network, comprising the steps of:

providing from a server over the computer network to a consumer's computer a program that causes ~~[[the]]~~ said consumer's computer to:

(a) ~~present to said consumer~~ display an offer for sale of a product and/or service that may be purchased immediately by said consumer via ~~[[the]]~~ said computer network,

(b) concurrently ~~present to said consumer~~ display an incentive for purchasing said product and/or service promptly, wherein ~~[[the]]~~ said program causes said incentive to be initially set to an initial displayed value and then changes said incentive over a period of time to at least one other displayed value, and,

(c) when said consumer ~~indicates an acceptance of the~~ makes an electronic purchase of said product and/or service by electronically accepting said offer, provide to ~~[[the]]~~ said server an indication of acceptance and a current displayed value of said incentive;

registering at ~~[[the]]~~ said server an initial time at which said incentive is initially ~~presented to said consumer~~ displayed;

registering at ~~[[the]]~~ said server an acceptance time at which said consumer ~~indicates an acceptance of the~~ electronically accepts said offer; and

comparing [[the]] said initial time and [[the]] said acceptance time to verify
[[the]] said provided current displayed value of said incentive,
wherein said incentive is electronically redeemed for said verified current
displayed value.

2. (original): The method according to claim 1, wherein said incentive is initially
set to a predetermined maximum value.

3. (original): The method according to claim 1, wherein said incentive is
presented via a Web page.

4. (original): The method according to claim 1, wherein said incentive is
presented via a window.

5. (previously presented): The method according to claim 1, wherein said
incentive is presented via a Web banner on a Web page.

6. (previously presented): The method according to claim 3, wherein said product
and/or service offered for sale changes each time said consumer is presented with a new offer.

7. (previously presented): The method according to claim 6, wherein said new
offer is presented to said consumer when said consumer revisits or refreshes said Web page.

8. (currently amended): The method according to claim 1, wherein said incentive has a value that decreases ~~incrementally~~ over a predetermined period of time.

9. (original): The method according to claim 1, wherein said incentive comprises at least one of a discount off a purchase price, a purchase price, an increase in quantity of said product and/or service, and a higher quality product and/or service.

10. (currently amended): The method according to claim 2, wherein said incentive comprises a product and/or service having a variable value, ~~and wherein~~ such that, when said variable value is at said maximum value, said incentive comprises a product and/or service having a high value ~~decreasing to, and such that, when said variable value decreases to a value lower than said maximum value, said incentive comprises~~ a product and/or service having a lower value.

11. (cancelled).

12. (currently amended): The method according to claim 1, wherein a consumer who frequently uses said incentive for purchasing products and/or services is accorded a more favorable incentive than ~~[[an]]~~ a consumer who infrequently uses said incentive to ~~purchases~~ purchase goods and/or services.

13. (previously presented): The method according to claim 12, wherein said frequent consumer is accorded a higher maximum incentive value.

14. (previously presented): The method according to claim 12, wherein said frequent consumer is accorded a higher minimum incentive value.

15. (previously presented): The method according to claim 12, wherein said frequent consumer is accorded a longer time period for decreasing of said incentive from a maximum value down to a minimum value.

16. (currently amended): The method according to claim 1, wherein said offer is presented [[for]] a specific number of times during a predetermined time period.

17. (currently amended): The method according to claim 16, wherein said offer is presented to a frequent consumer who frequently uses said method ~~occurs~~ more often than to an infrequent consumer.

18. (previously presented): The method according to claim 1, wherein said incentive is based on a profile of said consumer.

19. (original): The method according to claim 18, wherein said profile comprises information relating to said consumer.

20. (previously presented): The method according to claim 19, wherein said information relates to a location of said consumer.

21. (previously presented): The method according to claim 19, wherein said information relates to a preference of said consumer.

22. (previously presented): The method according to claim 19, wherein said information relates to an historical behavior of said consumer.

23. (previously presented): The method according to claim 1, wherein a value of said incentive gradually decreases from a maximum value to a minimum value at a random rate during a predetermined period of time.

24. (previously presented): The method according to claim 1, wherein a value of said incentive gradually decreases from a maximum value to a minimum value during a predetermined period of time, and wherein a first value of said incentive at a first point in time in said predetermined period of time may be less than or greater than a second value of said incentive at a second point in time in said predetermined period of time, said second point in time coming immediately prior to or immediately after said first point in time.

25. (previously presented): The method according to claim 1, wherein a value of said incentive decreases incrementally over a predetermined period of time.

26. (original): The method according to claim 1, wherein said incentive comprises a discount.

27. (original): The method according to claim 1, wherein said incentive comprises a purchase price.

28. (cancelled).

29. (original): The method according to claim 1, wherein said incentive comprises a quantity of a product.

30. (currently amended): A computer-readable storage medium storing code for causing a server to perform a method for motivating a consumer to promptly ~~indicate an interest in purchasing~~ purchase a product and/or a service electronically over a computer network, the method comprising the steps of:

providing from ~~[[the]]~~ a server over ~~[[the]]~~ said computer network to a consumer's computer a program that causes ~~[[the]]~~ said consumer's computer to:

(a) ~~present to said consumer~~ display an offer for sale of a product and/or service that may be purchased immediately by said consumer via ~~[[the]]~~ said computer network,

(b) concurrently ~~present to said consumer~~ display an incentive for purchasing said product and/or service promptly, wherein ~~[[the]]~~ said program causes said incentive to be initially set to an initial displayed value and then changes said incentive over a period of time to at least one other displayed value, and

(c) when said consumer ~~indicates an acceptance of the~~ makes an electronic purchase of said product and/or service by electronically accepting said offer, provide to [[the]] said server an indication of acceptance and a current displayed value of said incentive;
registering at [[the]] said server an initial time at which said incentive is initially ~~presented to said consumer~~ displayed;
registering at [[the]] said server an acceptance time at which said consumer indicates an acceptance of [[the]] said offer; and
comparing [[the]] said initial time and [[the]] said acceptance time to verify [[the]] said provided current displayed value of said incentive,
wherein said incentive is electronically redeemed for said verified currently displayed value.

31. (cancelled).

32. (previously presented): The storage medium according to claim 30, wherein the method further comprises the step of: initially setting said incentive to a predetermined maximum value.

33 - 35. (cancelled).

36. (currently amended): A method for motivating a consumer to promptly ~~indicate an interest in purchasing~~ purchase a product and/or service electronically over a computer network, comprising the steps of:

providing from a server over ~~[[the]]~~ said computer network to a consumer's computer a program that causes ~~[[the]]~~ said consumer's computer to:

(a) ~~present to said consumer~~ display an offer for sale of a product and/or service that may be purchased immediately by said consumer via ~~[[the]]~~ said computer network,

(b) concurrently ~~present to said consumer~~ display an incentive for purchasing said product and/or service promptly over said computer network, wherein ~~[[the]]~~ said program causes said incentive to be initially ~~set to~~ displayed as a predetermined non-zero maximum value and then decreases said displayed value over a period of time to at least one other non-zero value lower than ~~[[the]]~~ said maximum value, and

(c) when said consumer ~~indicates an acceptance of the~~ makes an electronic purchase of said product and/or service by electronically accepting said offer, provide to ~~[[the]]~~ said server an indication of acceptance and a current displayed value of said incentive;

registering at ~~[[the]]~~ said server an initial time at which said incentive is initially ~~presented to said consumer~~ displayed;

registering at ~~[[the]]~~ said server an acceptance time at which said consumer ~~indicates an acceptance of the~~ electronically accepts said offer;

comparing ~~[[the]]~~ said initial time and ~~[[the]]~~ said acceptance time to verify ~~[[the]]~~ said provided current displayed value of said incentive; and

providing said consumer ~~[[the]]~~ said provided current displayed value of said incentive, if ~~[[the]]~~ said provided current displayed value of said incentive is verified,

wherein said incentive is electronically redeemed for said verified current displayed value.

37. (currently amended): An apparatus for motivating a consumer to promptly ~~indicate an interest in purchasing~~ purchase a product and/or service electronically over a computer network, said apparatus comprising:

means for providing from a server computer over said computer network to a consumer's computer a program that causes ~~[[the]]~~ said consumer's computer to:

(a) ~~present to said consumer~~ display an offer for sale of a product and/or service that may be purchased immediately by said consumer via said computer network,

(b) concurrently ~~present to said consumer~~ display an incentive for purchasing said product and/or service promptly, wherein ~~[[the]]~~ said program causes said incentive to be initially ~~set to~~ displayed as a predetermined non-zero maximum value and then decreases said displayed value over a period of time to at least one other non-zero value lower than ~~[[the]]~~ said maximum value, and

(c) when said consumer ~~indicates an acceptance of the~~ makes an electronic purchase of said product and/or service by electronically accepting said offer, provide to ~~[[the]]~~ said server an indication of acceptance and a current displayed value of said incentive;

means for registering at ~~[[the]]~~ said server an initial time at which said incentive is initially ~~presented to said consumer~~ displayed;

means for registering at ~~[[the]]~~ said server an acceptance time at which said consumer ~~indicates an acceptance of the~~ electronically accepts said offer;

means for comparing ~~[[the]]~~ said initial time and ~~[[the]]~~ said acceptance time to verify ~~[[the]]~~ said provided current displayed value of said incentive; and

means for providing said consumer ~~[[the]]~~ said provided current displayed value of said incentive if ~~[[the]]~~ said provided current displayed value of said incentive is verified,

wherein said incentive is electronically redeemed for said verified current displayed value.

38. (currently amended): A system for motivating a consumer to promptly ~~indicate an interest in purchasing~~ purchase a product and/or service electronically over a computer network, said consumer operating a customer terminal operable to act as a client on a network, said system comprising:

a host controller, ~~[[the]]~~ said host controller comprising a computer operable to act as a server on said computer network and to communicate with said customer terminal over said computer network; and

data storage accessible to said host controller, said data storage storing information relating to said products and/or services for offering for purchase to said consumer~~[[;]]~~,

~~[[the]]~~ said host controller being operable:

(a) for ~~presenting from said server over said computer network to~~ causing said customer terminal to display an offer for sale of a product and/or service that may be purchased immediately by said consumer ~~[[using]]~~ via said computer network,

(b) for concurrently ~~presenting~~ causing said customer terminal to display an incentive for purchasing said product and/or service promptly ~~from said server over said computer network to said customer terminal~~, wherein said incentive is initially ~~set to~~ displayed as a predetermined non-zero maximum value and ~~then decreases~~ said displayed value decreases over a period of time to at least one other non-zero value lower than ~~[[the]]~~ said maximum value,

(c) for, when said consumer ~~indicates an acceptance of the~~ makes an electronic purchase of said product and/or service by electronically accepting said offer, providing to ~~[[the]]~~ said server an indication of acceptance and a current displayed value of said incentive;

(d) for registering at ~~[[the]]~~ said server an initial time at which said incentive is initially ~~presented to said consumer~~ displayed;

(e) for registering at ~~[[the]]~~ said server an acceptance time at which said consumer ~~indicates an acceptance of the~~ electronically accepts said offer,

(f) for comparing ~~[[the]]~~ said initial time and ~~[[the]]~~ said acceptance time to verify ~~[[the]]~~ said provided current displayed value of said incentive, and

(g) for providing said consumer ~~[[the]]~~ said provided current displayed value of said incentive if ~~[[the]]~~ said provided current displayed value of said incentive is verified,

wherein said incentive is electronically redeemed for said verified current displayed value.

39. (currently amended): A method for motivating a consumer to promptly ~~indicate an interest in purchasing~~ purchase a product and/or service via electronic media, comprising the steps of:

providing via ~~[[the]]~~ said electronic media to a consumer's computer a software application that causes ~~[[the]]~~ said consumer's computer to:

(a) ~~present to said consumer~~ display an offer for sale of a product and/or service that may be purchased immediately by said consumer via ~~[[the]]~~ said electronic media,

(b) concurrently ~~present to said consumer~~ display an incentive for purchasing said product and/or service promptly, wherein ~~[[the]]~~ said electronic media causes said incentive to be initially ~~set to~~ displayed as a predetermined non-zero maximum value and then decreases said displayed value over a period of time to at least one other non-zero value lower than ~~[[the]]~~ said maximum value, and

(c) when said consumer ~~indicates an acceptance of the~~ makes an electronic purchase of said product and/or service by electronically accepting said offer, provide to ~~[[the]]~~ said electronic media an indication of acceptance and a current displayed value of said incentive;

registering ~~at the~~ via said electronic media an initial time at which said incentive is initially ~~presented to said consumer~~ displayed;

registering via ~~[[the]]~~ said electronic media an acceptance time at which said consumer ~~indicates an acceptance of the~~ electronically accepts said offer;

comparing via ~~[[the]]~~ said electronic media ~~[[the]]~~ said initial time and ~~[[the]]~~ said acceptance time to verify ~~[[the]]~~ said provided current displayed value of said incentive; and

providing said consumer via said electronic media ~~[[the]]~~ said provided current displayed value of said incentive if ~~[[the]]~~ said provided current displayed value of said incentive is verified,

wherein said incentive is electronically redeemed for said verified current displayed value.

40. (previously presented): The method according to claim 39, wherein said electronic media comprises at least one of: a television, a radio, a visual display, a motion picture, a telephone, a periodical, and a computer network.